



# City of Santa Barbara

## Community Development Department

ATTACHMENT

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630 Garden Street

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Santa Barbara, CA

93102-1990

October 27, 2010

TO: City Council, Ordinance Committee Chair  
City Council Ordinance Committee

SUBJECT: Proposal for Amendments to Sign Regulations

Dear Ordinance Committee Members:

On behalf of the Historic Landmarks Commission (HLC), I am forwarding the unanimous support of the Commission for the proposed Sign Ordinance amendments. These amendments, intended to strengthen sign enforcement related to nuisance lighting and the installation of LCD display monitors, have been described by Mr. Limon and discussed in committee at our last meeting

As a Commission, we felt it was important to convey to the Ordinance Committee our sentiments regarding the installation of these types of signs or devices. As described and as evidenced in current installations, they are intended primarily as a form of advertising and would detract from the ambiance of the City. Commissioners specifically expressed serious concerns regarding the potential visual and sound impacts particularly during evening hours as related to the LCD monitors that may be placed at exterior locations throughout the City.

The Commission also understands that these monitors are being touted as beneficial for displaying public service announcements and emergency information. The Commission believes there are other methods and ways to provide emergency broadcast information when necessary instead of utilizing these ubiquitous methods.

Although all exterior alterations are regulated by ordinance in El Pueblo Viejo, these types of lighting and sound-producing devices are often placed without any approvals from the various agencies. It is important the City enforcement staff have the necessary tools in place to identify these installations as signs, and for the City to maintain its philosophy of the importance of oversight.

In summary, the HLC does not believe the public benefit argument is sufficient to allow these types of sign, lighting, and sound installations in El Pueblo Viejo, which go beyond the intended purpose of signage and suggest advertising. We respectfully ask that you support all the proposed sign ordinance amendments.

Sincerely,

A handwritten signature in black ink, appearing to read "Susette Naylor", is written over a horizontal line.

Susette Naylor, Chair  
Historic Landmarks Commission

October 29, 2010

To: City Council Bendy White, Ordinance Committee Chair  
City Council ordinance Committee

**RE: Proposal for Amendments to the Sign Ordinance**

Dear Ordinance Committee members,

On behalf of the Architectural Board of Review I am forwarding the unanimous support of the Board for the proposed Sign Ordinance amendments. We were given a presentation by Jaime Limon and reviewed the draft document with the proposed amendments. The amendments are intended to strengthen sign enforcement related to new and emerging technologies in signage. These signage technologies include lighting and sound technologies that can be used in static and projected installations.

As the Sign Committee directly falls under our Board's oversight, we feel it important for your committee to know that these proposed amendments have the full support of our board.

Members of our board have individually experienced existing sign installations outside the City that have greatly diminished the community ambiance surrounding these installations. Some of these advertising technologies show potential to have a very negative impact on any community as they are able to reach and affect people at ever increasing distances.

The Board understands that these technologies are being touted as beneficial for displaying public service announcements and emergency information, however it is the Board's belief that there many methods and ways to provide those necessary services and that the important element is to have regulatory oversight for the City to determine what is appropriate and acceptable in our community.

The Board feels that the regulation of these new and emerging types of signage technology does not result in loss of public benefit as they will still be available to be proposed and utilized, but with overall public and surrounding community benefit in mind, and as such we respectfully ask that you support all the proposed sign ordinance amendments.

Sincerely,

A handwritten signature in dark ink, appearing to read "CManson-Hing", followed by a period.

Christopher Manson-Hing AIA, Chair  
Architectural Board of review

STELLA LARSON

626 Litchfield Lane Santa Barbara CA 93109

stellalarson@cox.net

November 7, 2010

Mayor Schneider and City Council

RE: Mesa Fuel Depot Application, 1929 Cliff Drive, Santa Barbara 93109

Dear Mayor and Council:

I am writing this letter to object to the addition of any additional sound, amplified in particular, to the gas station. When this application came before the Planning Commission for the addition of a car wash, the Planning Commission was most specific and particular with concerns to noise. The Planning Commission directed the applicant to provide improvements to the property adjacent and behind to mitigate the effects of the car wash addition. Cliff Drive has a narrow area of commercial on either side with residential in very close proximity. In addition to this, it shares the particular situation of the conduction of noise to the Alta Mesa, not far away from Cliff "as the crow flies."

Recently Jan Hubbell and I took a road trip through the southwestern US. During this trip we had occasion to fuel at a chain of stations with the Grant's brand. These stations had audio, and it was not acceptable. The audio included some advertising for non profit purposes, but as I pumped our gas, I really felt more like complaining to the non profits rather than contributing to them.

Gas stations are for pumping gas. The non amplified advertising of the price of gas, of the mini mart and the car wash is appropriate. Adding amplified sound to further advertise is unnecessary and unwarranted.

Yes, the encouraging words to the runners in the recent marathon, were audible on the West Alta Mesa, as are the backup beeps of the trash collection, the parking lot cleaning, and occasionally the patrons of Cliff's and Co., a small restaurant with outdoor dining near the Mesa Fuel Depot.

Very truly yours,



Stella Larson



Santa Barbara Association of REALTORS®

November 9, 2010

Councilmember Bendy White  
Councilmember Frank Hotchkiss  
Councilmember Grant House  
City Hall  
De la Guerra Plaza  
PO Box 1990  
Santa Barbara, CA 93102

RE: Sign Ordinance Revisions

Dear Councilmembers,

The Santa Barbara Association of REALTORS® (SBAOR) commends City staff, in particularly Bettie Weiss and Renee Brooke, for working with us so diligently on the Sign Ordinance Revisions. The changes proposed reflect an ordinance that works for the City, REALTORS®, and property owners.

The remaining issue that SBAOR would like to bring to your attention is the placement of the "For Sale" signs. Currently the proposed ordinance change states:

**67.** A temporary **real estate** sign which indicates that the property is for sale, rent or lease. Only one such sign is allowed on each street frontage of the property. Such a sign may be single- or double-faced and is limited to ~~three (3)~~**four (4)** square feet or less on property in residential zones and twelve (12) square feet or less on property in nonresidential zones and shall not exceed the height limitations of a ground sign (**six feet (6')**).

In many instances within the City of Santa Barbara, the placement of the "For Sale" sign is an issue. Many properties have fences, trees, bushes, or hedges up to the sidewalk which makes it infeasible to place a "For Sale" sign on the property. SBAOR requests that these "For Sale" signs be placed within the exemption section of the ordinance following the standards specified in Section 22.70.030.B.15. Attached are examples of properties around the City that are unable to place a "For Sale" sign on their property.

Staff has voiced concern over having the "For Sale" signs placed in the right-of-way (ROW) because they are concerned about what other types of signs they may have to allow within the ROW. As is noted through the sign ordinance revisions, real estate signs are temporary and they have a very specific purpose. By having a "For Sale" sign, the property owner is able to inform the community of the availability of a "For Sale" property. Without this sign, it is extremely difficult to sell the home therefore leaving it on the market for a longer period of time and creating a financial burden to the seller.

Thank you for all of the hard work by staff and thank you for taking our recommendation under consideration.

Sincerely,

Elaine Abercrombie  
President

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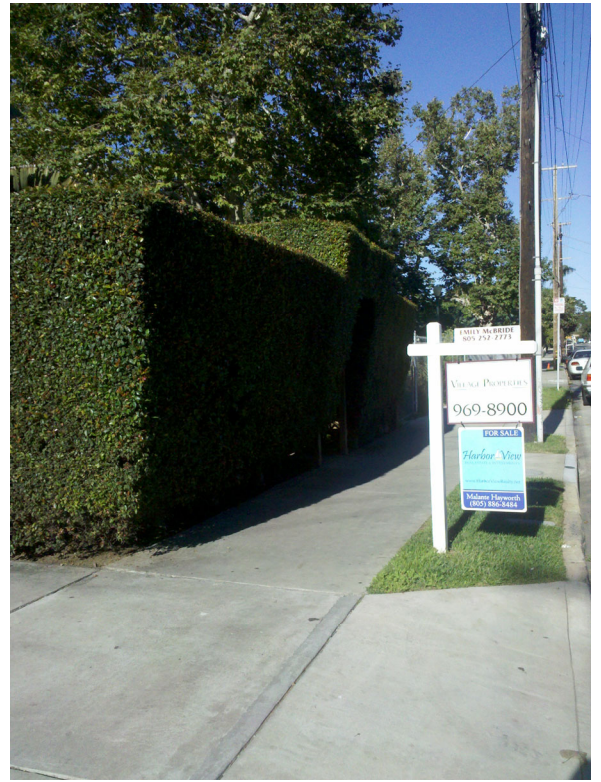


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Pedregosa at Laguna



Cota and Bath

Westside Properties





Westside Properties (cont.)

